

Region 1 CDCA SPOE and Region 2 SSD SPOE joined for Public Awareness activities for several major events during "First Steps Week."

- ❖ "Show Me St. Louis," community-based reporting program on our NBC-TV affiliate, KDS, featured First Step parents and other stakeholders as a "Window Group" sharing information about First Steps and announcing First Steps Day in our community. Carissa Mattern, First Step Parent and Early Intervention Connections Co-Chair, provided narrative.
- ❖ "Rivers Bend AEYC Conference" Region 1 CDCA, engaged in a FS visibility and resource opportunity by having a vendor table at the River's Bend AEYC conference on April 1st. They provided information about the First Steps Day and activities, First Step services, and used the opportunity to do some Provider Recruitment.
- ❖ "First Steps Day at the Mall" created the opportunity at 2 local malls to conduct activities (stamps and stickers) for children of all abilities and ages, and to display and share materials about First Steps. All groups of stakeholders participated in the event. A First Steps parent donated the fees paid to the mall for the event space and other parents donated the activity materials. Another First Steps family member donated prizes for a drawing that was held.
- ❖ "Breakfast with the Legislators—Presenting a First Steps Report Card," An event promoted through the advocacy arm of the Child Find committees of the RICCs and First Step Providers, created a team-approach opportunity to update legislators and the public on the First Steps redesign progress and Senate Bill 50 effects.

Panel participants were:

Dr. Katie Plax-, Early Intervention Advocate/Pediatrician

FS Director- Juli Hillyer

FS Parent -Cathy Samuel and her son Michael

Missouri Governor's office Education Policy Analyst- Mary Beth Luna

Missouri Senator- Mike Gibbons

A corporate donor provided space for the event, and breakfast was donated by a local vendor.